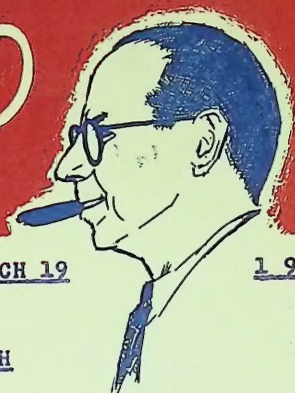


# Ballyhoo



VOLUME

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## IT'S SPRING UP NORTH

I have just returned from a visit to our Northern outposts at the Soo, Sudbury and North Bay ... and a very pleasant trip it was ... not only because of the balmy breezes and bright sunshine - quite a contrast to what I had left behind me in Toronto - but, it is always a genuine pleasure to visit theatres that are clean, well operated, manned by efficient personnel and managers who know their business, and show it.

I didn't have to dream up subjects for discussion ... each manager had a list ready, and we went over everything from bookings and admission price structures, to candy sales, CinemaScope installations and local economic problems which tend to influence our ticket sales ...

As a result I came away with much valuable information which I can turn over to the departments concerned, for either immediate or future action. I know now that some of our costly screens are not standing up as they should ... and can pass that information on to our Maintenance department ... We were able to make some changes in our bookings, which should help maintain the balance our managers require ... and some of the information I have may help us in our constant effort to arrive at and maintain a fair scale of admission prices.

All these things were brought to my attention by the managers ... and they certainly know their individual theatres better than anybody ... They're right on the ball, those guys and gal in the North country, and it's a pleasure to do business with them. They know their problems, and they know how to present them. They know their theatres, and they're fast with their answers to questions concerning operation.

I took several audits while I was up there ... and those too were a pleasure to record ... Nearly a perfect score in each instance ... and it isn't surprising ... each operation reflected the efficiency and know-how of its manager.

Thanks Olga, Norm, Jeff and Bob ... and keep up the good work ... and compliment every member of your staffs on the contribution they are making to the over-all excellence of your theatre operation ... and you may take an extra bow yourselves on this reflection of your own constant attention and supervision.

D.E.K.



## GOOD HOUSEKEEPING

Have you ever played the role of a patron in your own theatre? Try it sometime ... Walk in during a performance, right through the lobby, past the doorman, and have an usher show you to a seat. What did you observe? Is the floor cluttered with candy wrappers? Did you have to wade knee-high in popcorn boxes before you were comfortably seated? Is there a trail of ticket stubs from the ticket takers box to the entrance aisle?

That ain't funny ... I've seen it, and the explanation invariably is that you don't have enough staff to man the aisles and sweep the floor both. Well, they don't have that problem in the Northern theatres I have just visited ... I noticed that the usherettes accept it as part of their duty to clear all refuse from the aisles every time there is a slight lull ... and they also make a check of the lobby and foyer periodically to make sure that there is no waste lying around. Consequently those theatres always present a fresh, clean appearance. Try it in your house ... it's not hard.

X.X.X.X.X

## IS YOUR BOOKER GONNA WIN?

You may recall that in our prize set-up there is a \$25.00 prize for the booker whose theatre knocks off first prize in our current BALLYHOO BONANZA ... What are you going to help your guy get in on this dough?

Part of the job of booking is mechanical ... There are so many pictures and so many days ... there are commitments for extended playing time and preferred time ... and your booker lays out his sheets accordingly.

BUT ... you can help him, and yourself. Keep in touch with him, make suggestions, argue with him if necessary ... He's not such a tough guy ... and he tries to appreciate your problems. When you receive your monthly pink sheet, don't just post it in your book and let it go at that ... Study each booking carefully, and then drop your booker a note. He'll play along with you.

Give the guy a break ...

X.X.X.X.X

What manager, in what theatre, in what Northern town is now sporting a nice late-model Buick that she forgot to mention to me? Did I spoil the surprise?

X.X.X.X.X

## MAINTENANCE REPORTS

It seems that I forgot to send out my usual monthly reminder of the due date on monthly maintenance reports ... So what happens? Four of my managers promptly neglected to send theirs in ... Is that nice, guys? How about doing it as a matter of policy and not waiting to be needled into it? Well, We'll see what will happen with our March reports.

## MORE SAFETY HINTS

I hope you're saving these safety hints ... and it wouldn't be such a bad idea to make copies of them for posting in quarters occupied by your staff members. Of course it wouldn't hurt even a little bit if you were to go over them item by item at your staff meetings, to make sure that every member of your theatre staff is fully acquainted with every possible device which tends to promote the safety and well being of your patrons.

In the last issue we covered your projection booth ... Now let's take a look at your roof, stairways and aisles.

### ROOF

1. Examine roof periodically for water tightness, loose objects, signs of sagging, condition of water tank.
2. Examine for loose signs, defective fastenings, roof gutters and cornices. Check these particularly after a bad rain or snow storm.
3. Be sure that guards are in place on belt and pulley of fan driving motor of air-conditioning equipment.

### STAIRWAYS AND AISLES

1. Floor surfaces and stairways should be kept clean and free from obstructions. Do not leave brooms, mops, pails, cans of polish etc. where someone may possibly trip over them.
2. Whenever going up or down stairs, walk, watch your step, and keep one hand free so as to hold onto the handrail provided.
3. If necessary to carry large or bulky packages, handle them in such a way that you can always see where you are going.
4. Defective nosings, treads and handrails should be repaired or replaced at once.
5. Burnt out lamps in aisle lights, exit signs, etc. must be replaced immediately.
6. Stairs and aisle carpet must be checked daily to avoid tripping hazards. Loose and torn carpet must be repaired at once.

X.X.X.X.X

You can probably think of a dozen more precautions to be taken in connection with the above areas. BUT ... do you take those precautions? In one theatre, not too long ago, we were nicked for a fair amount because a lady patron caught her heel in a torn strip of carpet on her way down from the rest room ... fell and injured herself. YOU can avoid such occurrences.

X.X.X.X.X



REMEMBER ... IT'S YOUR

Ballyhoo

BONANZA

Well me buckos ... I don't know whether to be happy and turn a couple of handsprings at this week's entries ... or to start taking a few juicy bites out of one or two maybe three of our coasters ...

Frankly, I'm beginning to lose patience with the manager who is so busy (?) managing that he oftentimes forgets what he is supposed to manage ... Sounds complicated, but it really isn't ... If you had no product you'd have nothing to sell ... just as any grocer or druggist or plumber ... and in turn you'd have nothing to manage ... it's just as simple as that.

BUT ... you do have product ... GOOD product, so what happens? You expect it to sell itself ... Brother, those days are gone, and we are now in a completely new era, an era of pressure and super-selling, and you have one of two alternatives ... Beat those old drums of yours for all you're worth, or, you'll wind up falling by the wayside ... I'm not kidding ...

The trade magazines are brimming over with good solid selling angles used by successful showmen everywhere. Our own office via James R. Nairn sends out reams and reams of literature on the same subject ... and, on a more modest scale, this little BALLYHOO sheet of ours is supposed to act in the same capacity ... All you have to do, and all I'm asking you to do is COPY some of those ideas if you can't think some up yourself ...

I don't think that I have to draw any pictures, point my finger or mention any names ... You know better than I what category you fall into ... A plugger or a coaster? I think I'll start a separate section for our coasting contingent ... Maybe run a separate contest for them.

Wake up guys ... Half a dozen lines scribbled on a half-sheet of inter-office stationery doesn't constitute an entry ... I want ACTION ... I want SELLING ... I want a bunch of SHOWMEN ... so... start showing something.

## DRUM BEATS .... (SO I'M TOLD)

I'm not trying to be sarcastic, guys ... just a little disappointed in some of the stuff that's coming in under the guise of "Selling" ...

You can do a lot better than that ... and I'm the one who knows it ... BUT ... it's up to YOU to show me, and everybody else who reads this sheet, including your fellow managers ...

There's a contest in full swing in one of our opposition circuits, and you may bet your bottom dollar that they're really going to whoop it up. Don't let them steal your thunder fellows ...

It's SPRING ... and there are a million different selling angles you can use on ANY ATTRACTION ... if you just sit down and concentrate a little ... so, let's have a little spring ... and I don't mean the meteorological brand ...

## IN THE NEWS

Jack Bridges gets a story in the March 13 HERALD ... Len Gouin comes up with one in BOXOFFICE ... and, Ray Lewis gives mention to Bob Nelson, Mel Jolley and Len Gouin in this week's Moving Picture Digest ...

Still a long way from a perfect score ... but, I'm afraid it's up to you guys now ... not me.

Last week I didn't hear from Jack Bridges, Jeff up Sudbury way, and Bob Nelson ... Whassamatter guys?

X.X.X.X.X

I did hear from ...

## CAPITOL - NORTH BAY

As a street bally, Bob had one of his lads wearing a lamp shade over his head, and carrying a flash-light to illuminate the copy on it which read ... "A Bright Idea is to see CAPTAIN'S PARADISE at the Capitol" ... Screwy, but good.

Good windows were put in on the same attraction by Tip Top Tailors, White Bros., Bannon Bros., and the Railton Studie ... all one week in advance of opening.

The local Nugget crossed Bob up again ... promised him a story on an off-theatre page and, ... you guessed it, it wound up in the theatre section. You'll have to get tougher with 'em Robert ..."

## ORPHEUM - SOO

Olga sends along a photo of a good window display in Devine's Leather Store, tying in their luggage with PARIS EXPRESS ... Good copy and art on picture and theatre.



### TIVOLI - HAMILTON

For MAN IN THE ATTIC Jim used a good "shock" type radio spot campaign, plus a Jack Palance Movie Title contest on the Club Matinee show, daily over C K O C ... with guest admissions as prizes, and his total cost. 30 oversize cards with "scare" copy blanketed the city.

### REGENT - OSHAWA

LUTHER was Al's attraction, and aside from the campaign laid out by I.F.D., Al had a good scene placed on an off-theatre page ... arranged with the local clergy for pulpit announcements to be made two weeks in advance ... also mention in most of the local church bulletins.

Special display cards placed in all churches in Oshawa and district three weeks in advance. Displays in the local Metropolitan store and the Genosha hotel ... Pastor Kritsch of the Lutheran church mentioned LUTHER daily on his radio program Morning Devotions over C K L B.

### SENECA - NIAGARA FALLS

Jack was able to get his tough daily to come through with a story on Leslie Garon, tying in his date on LILI, on an off-theatre page. Ditto a two column scene.

Local radio station also played along with several spot announcements in the form of a contest on their "Lady of the Day" program.

### ALGOMA - SGO

Norm was playing ETERNITY, and did a pretty fair job of letting the local citizenry in on the secret ... For one week in advance of his playdate he had a very attractive standee of Sinatra, with suitable copy, on the sidewalk in front of his boxoffice ...

Using the line "Girls, Your Wedding Should Last FROM HERE TO ETERNITY" ... Norm arranged with a local jeweller to put in a very attractive window display, using plenty of stills and copy, backed by a display of diamond rings ... Moore's radio store also devoted their whole window to a display of recordings from the picture, plus good titles and art.

Norm used a giant cut-out of Sinatra, with eighteen inch flittered letters spelling out the title in one corner of his stage ... At opening time and the nine o'clock break, the lights were dimmed, the foots turned up, and a spotlight slowly travelled across the stage finally lighting on the standee ... Frankie's record ETERNITY was played as background music ... Simple and effective.

In the way of radio action, Norm tied in with a local meat market which sponsors a half-hour show featuring a phone in contest on ETERNITY ... In twelve minutes, 478 calls were received. In addition all D.J.'s plugged music from the feature, with lots of running commentary on the attraction

#### CAPITOL - GALT

I have Ed's ROBE material, and it's O.K. ... He arranged for the recreation clubs of several local plants to attend in a body ... Each of the companies placed good displays on their respective bulletin boards.

Several good co-ops had to go by the board when the dates were juggled around. The merchants just wouldn't be horsed around ... Good art cards were placed in Chiddick's, Connie's Music Centre, Ridsdale Record Bar and Witter's Book Store ... Lots of art, and the merchants as well as Ed were well pleased.

The Kiwanis club was sponsoring a book drive for the Eventide home, and Ed arranged with the photographer to shoot a picture of the results of the collection, with several copies of THE ROBE in the foreground ... A good three column picture appeared in the Reporter, with this good, painless plug.

On the last day of the run Eddie had as his guests the aged inmates of the Eventide Home ... a thrilling experience for most of them.

Many members of the local clergy made pulpit announcements of the theatre and playdates ... Ridsdale's used a good 275 line ad devoted exclusively to recordings of THE ROBE, with suitable mention ... Boegel's Record Bar also made mention of the feature in their ad ...

This is something, and I know how much work and needling it took ... Believe it or not, the Reporter came through with two three column pictures and a good story, comparing Ed's old and new screens, with full details of the installation, and mention of the ROBE opening ... Good going Ed.

Naturally, all Grey Cabs were equipped with bumper strips on the attraction.

#### PARAMOUNT - PETERBORO

Sunshine Sweepstakes, with lots of free publicity for the theatre, still going strong in the Examiner ... The Peterboro Pilot's Association selling 5,000 tickets for a draw on, can you imagine this, a real live airplane ... Each ticket states that the draw will be made on the stage of the Paramount ...

An excellent story in the Review and Lakefield News on the short DANCERS OF THE DEEP ... Kist Good Deed Club still being aired thrice weekly with the Paramount getting liberal mention.

C H E X aired two five-minute interview discs, and eleven tunes, with appropriate mention of theatre and attraction - ETERNITY.

#### CENTURY - HAM ILTON

More plugs over C H M L, tying in with their weekly program featuring Dana Andrews, star of Mel's Feature BEST YEARS OF OUR LIVES ... Another full page co-op in the Review.



#### CAPITOL - ST. KITTS

Jack Dawson of C K T B gave KISS ME KATE many valuable plugs over several programs, with recorded music from the picture, stories of the stars, etc.

Kreage's came through with an O.K. window tying in their Toni hair-do ... The inspiration ... A huge poster of Kathryn Grayson as background. Potter and Shaw, druggists really did it up brown ... using their Revlon lip stick as the basis ... The window was backed with a huge strip of film, each frame enclosing a coloured 8 x 10. Several 11 x 14's were used around the display with good copy cards.

In addition, the apothecary kicked in a 550 line ad, again using the film theme, and with the punch line as follows, "You won't be asked to KISS ME KATE, often, if you always smear him with lipstick" ... Nice work Vern ... That's the kind of stuff we like to see.

Caver's Music Store plugged the picture in their 294 line ad, as well as providing a good window display.

#### PALACE - GUELPH

Two scenes on off-theatre pages in the Mercury ... one on PARATROOPER and the other on THREE SAILORS AND A GIRL ...

For PARATROOPER Herb invited a member of the First Airborne Division, which is featured in the film, as his guest. The following day he was interviewed by the Mercury, with a resulting story in their It Happened Here column.

#### CAPITOL - PETERBORO

Some nice stuff from Len on CRUISIN' DOWN THE RIVER ... The Pilen Marine Store which specialized in outboard motors devoted a full window to the picture, using the feature title as their theme ... Naturally Len had a flash front created from regular accessories, and also had his cashier play selections from the pic over the p.a. system onto the street ...

The Red Cross and Community Chest used the Capitol for a variety show on Sunday afternoon, and Len made sure that there was plenty of good material on the stage publicizing his attractions. His projectionists were instructed to highlight the material during the entire show.

Lots of good musical plugs over C H E X ... Good scene mat on an off-theatre page in both the Review and Lakefield News.

#### CAPITOL - WELLAND

For his date on BOTANY BAY, Jack distributed posters of the "Wanted, men to sail with Alan Ladd" type, to every good spot he could think of in Welland and district ... a local jeweller put in a good window with posters and theatre copy.

The local air cadets and sea cadets were Jack's guests for this week's attractions ... ONE MINUTE TO ZERO and BOTANY BAY.



## ROYAL - GUELPH

I SAW still making it's daily appearance in the Mercury ...  
Two good 2 column scenes one each on BROKEN ARROW and THE LONG  
LONG TRAILER on off-theatre pages.

This is really something ... The Mercury itself kicked  
in a 270 line ad to a "Drive Safely to Save a Life" theme, as  
a direct tie-up with TRAILER... Prominent mention of stars,  
theatre, playdates, and good art from the press book.

## GRANADA - HAMILTON

FIGHTER ATTACK gave Paul a good chance to go after his local  
R C A F station ... a cinch, so he thought, till the lads turned  
our Mr. Turnbull down flat ... boy is he mad ... next time he's  
gonna go Navy, sez he ...

So ... not to be left out in the cold he made use of  
the old reliable standby ... You guessed it ... bumper strips  
on all the local cabs ... He hum ... that the best you can  
dream up? Can't give you exploitation naturals like ATOMIC  
CITY or WAR OF THE WORLDS all the time, fella.

X.X.X.X.X

That looks like it for this issue ... pretty dull, what? It's  
too early for Spring fever, wonder what it can be? I do have  
a name for it ... but there's a lady listening ...

I'm going to start looking over the new batch of  
material which started arriving today ... hope it's a little  
livelier ... but how can it help it?

I'm going to make a point of checking your entries in  
the future against the suggestions contained in Tiff Cook's  
sheet and the various trade mags, just to satisfy myself as to  
how many of you read them, and MAKE USE OF THEM ... It's gonna  
be fun ... for somebody ...

I walked into a theatre the other day and couldn't  
find a place to sit ... in the office, I mean ... There was  
plenty of room in the auditorium ... There must have been two  
dozen copies of our best trade mags ... still in their covers on  
the chairs. Hadn't been opened ... the manager was too busy ... I'm  
trying to figure out, do 'ing what? Certainly not Ballyhoo' ...

Well, I'll be seein' you ... and hope I'll be writin'  
about you too ...

D.E.K.